

SOCIETY OF  
ARCHITECTURAL  
HISTORIANS

73<sup>RD</sup> ANNUAL  
INTERNATIONAL  
CONFERENCE

**SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS**

SAH 2020 ANNUAL INTERNATIONAL CONFERENCE  
SEATTLE, WASHINGTON • APRIL 29–MAY 3 • SAH.ORG/2020

# BACKGROUND

## ABOUT SAH

Founded in 1940, the Society of Architectural Historians is a nonprofit membership organization that promotes the study, interpretation and conservation of architecture, design, landscapes and urbanism worldwide. SAH serves a network of more than 3,000 local, national and international institutions and individuals who, by profession or interest, focus on the built environment and its role in shaping contemporary life. SAH promotes meaningful public engagement with the history of the built environment through advocacy efforts, print and online publications, and local, national and international programs.

## ABOUT THE CONFERENCE

The Society of Architectural Historians will host its 73<sup>rd</sup> Annual International Conference in Seattle, Washington, April 29–May 3, 2020, at the Renaissance Seattle Hotel. The SAH conference provides a forum for professionals who work with the history of the built environment, including architectural historians, art historians, architects, landscape architects, and preservationists, to exchange ideas and discuss local, regional, and global issues. We expect over 600 attendees to convene to present new research on the history of the built environment and participate in roundtable discussions, architectural tours, networking receptions, and a public seminar.

The conference is also an opportunity for the host city to showcase its distinctive architecture to regional, national, and international audiences. It includes presentations of academic papers as well as issue-oriented seminars and customized architecture tours that are open to the public. Engaging the local community—both professionals and the interested public—and addressing salient issues are priorities for SAH and conference attendees.



## Conference Committee

### *Conference Chair*

Victoria Young  
SAH 1st Vice President  
University of St. Thomas

### *Local Co-chairs*

Ann C. Huppert  
University of Washington

Thaisa Way  
University of Washington

### *Program Director/Exhibits*

Christopher Kirbabas  
Director of Programs  
312.573.1365  
ckirbabas@sah.org

### *Sponsorship/Advertising*

Carolyn Garrett  
Director of Development  
312.573.1365  
cgarrett@sah.org

### *Media and Communications*

Helena Dean  
Director of Communications  
312.543.7243  
hdean@sah.org

### *Volunteer Coordination*

Anne Bird  
Director of Membership  
312.573.1365  
abird@sah.org

### *SAH Executive Director*

Pauline Saliga

### *SAH President*

Sandy Isenstadt  
University of Delaware

# SPONSORSHIP

---

## REACH A TARGETED ARCHITECTURAL AUDIENCE

Conference sponsorship puts your company or business in front of an international architectural audience at the forefront of their fields. SAH members from around the world will convene in Seattle to share new research on the history of the built environment and explore the city's rich historic architecture and vibrant neighborhoods. The conference's anticipated 600 attendees are highly educated, cultured lifelong learners, authors, and travelers. Your organization will gain visibility among architectural and art historians, architects, curators, librarians, landscape designers, and planners, as well as graduate students from the world's leading architecture and architectural history programs. As a conference sponsor, your reach extends far beyond the SAH members visiting Seattle to the thousands globally who visit the SAH website and receive our email communications.

Your sponsorship will provide much-needed underwriting for the SAH 2020 Seattle conference. Sponsorships are available at a range of benefit levels (see page 3) and price points and may be designated for specific events (see below). Please contact Carolyn Garrett at 312.573.1365 or cgarrett@sah.org to discuss sponsorship opportunities.

### Sessions & Roundtables – \$500 each

The conference will include 36 paper sessions (4–5 papers per session) and roundtables on current issues in the field. Please contact Carolyn Garrett at cgarrett@sah.org to sponsor the session of your choice. **Sponsors receive recognition in the printed program book, logo recognition in the mobile guide, and logo recognition on session/roundtable signage.**

### Coffee & Tea Breaks – \$1,500 each

Reach conference attendees as they enjoy a caffeine boost to help get them through their day! Coffee and tea will be provided in the exhibit area for maximum visibility and traffic during the morning and afternoon breaks on Thursday and Friday. **Four sponsorships available. Sponsors receive Supporter Level benefits (see page 3), sponsored post in the mobile guide during coffee break, and signage at coffee & tea break stations.**

### Opening Night Social Hour – \$5,000 each

The SAH Social Hour on Wednesday, April 29, brings old friends and new faces together to officially open the conference with food and refreshments. **Three sponsorships available. Sponsors receive Patron Level benefits (see page 3) and signage at the Opening Night Social Hour.**

### Closing Night Reception – \$5,000 each

Conference attendees will wrap up their experience in Seattle with an evening of food and drink on Saturday, May 2, at the Stimson-Green Mansion (1901, Kirtland Cutter; National Register of Historic Places). **Four sponsorships available. Sponsors receive Patron Level benefits (see page 3) and signage at the Closing Night Reception.**

### SAH Seattle Seminar – \$5,000

The SAH City Seminar engages conference participants, the local community, and local leaders to explore a built environment issue facing the host city or area. The half-day Seminar will take place on May 2.

# SPONSORSHIP

## SPONSORSHIP BENEFIT LEVELS

BENEFITS	SUPPORTER (\$1,000–\$2,499)	DONOR (\$2,500–\$4,999)	PATRON (\$5,000–\$9,999)	BENEFACTOR (\$10,000+)
Logo/name recognition in mobile guide and print program	X	X	X	X
Logo/name recognition in all conference eblasts	X	X	X	X
Acknowledgement on screen at opening night & SAH Awards Ceremony	X	X	X	X
Logo on conference signage	X	X	X	X
Printed program book advertising	Name recognition in program book	half pg b/w program book ad	half pg b/w program book ad	full pg b/w program book ad
Number of complimentary tickets to opening night social hour and/or closing night event		2 tickets to opening night social hour	2 tickets to opening night & closing night events	4 tickets to opening night & closing night events
Linked logo on conference webpage		X	X	X
Number of complimentary conference registrations			1	3
Mobile guide banner ad (600 x 110 pixels)			X	X
Sponsored post on the conference mobile guide				X
Complimentary exhibit space				X
One-time eblast sent by SAH (10K+ distribution)				X
Logo on conference bag				X



“Of all of the scholarly conferences at which Yale University Press exhibits, the Society of Architectural Historians is by far one of our very favorites. The members are committed to scholarly publishing and pay close attention to the titles we bring every year. They also buy books—SAH’s conference generates the highest revenue, per attendee, of any event to which we travel, with regular average sales of several hundred dollars per registrant, a fact I still find remarkable. We value the opportunity to be part of the SAH community and appreciate the continued regard SAH shows to all of its exhibitors. This is an enormously valuable conference for Yale. We wouldn’t miss it.”

– Michelle Komie, Former Senior Editor, Art & Architecture, Yale University Press (Princeton University Press)

“I thought the exhibit hall was great, and we had much higher sales than expected. We’ve never attended before so it has definitely made us aware that this is a good book-buying crowd, and we will keep SAH on our radar to attend in the future. It was a very successful conference for us!”

– Jamie Jones, Advertising and Exhibits Manager, Wayne State University Press

## EXHIBIT PACKAGES

### SINGLE EXHIBIT SPACE – \$695

- Two (2) covered and skirted tables
- One (1) chair
- One (1) conference registration
- One (1) printed conference program book
- A limit of one (1) additional exhibit table may be purchased for \$95
- Linked logo on conference website and mobile app
- Conference program book listing (if received by February 21, 2020)
- \$100 discount on a full-page ad in the conference program (if payment received by November 22, 2019)

### DOUBLE EXHIBIT SPACE – \$1,250

- Four (4) covered and skirted tables
- Two (2) chairs
- Two (2) conference registrations
- Two (2) printed conference program books
- A limit of one (1) additional exhibit table may be purchased for \$95
- Linked logo on conference website and mobile app
- Conference program book listing (if received by February 21, 2020)
- \$100 discount on a full-page ad in the conference program (if payment received by November 22, 2019)



### DEADLINES

**November 22, 2019:** Deadline to purchase exhibit space and receive a \$100 discount on a full-page ad in the conference program book.

**February 21, 2020:** Deadline for exhibitor listing in the conference program book. Payment and ad artwork (if applicable) are due.



# EXHIBITOR INFORMATION

---

## EXHIBIT AREA

Exhibit booths will be located on B Level of the Renaissance Seattle Hotel. (See floor plan on page 6.) The conference's Opening Night Social Hour on Wednesday will take place in the exhibit area to give exhibitors the opportunity to interact with conference attendees, and exhibits will remain open throughout the day on Thursday and Friday. Exhibitor table space assignments will be made by SAH on a first-come, first-served basis. If hard-wire internet, electrical or AV is needed, please contact Christopher Kirbabas at [ckirbabas@sah.org](mailto:ckirbabas@sah.org).

## EXHIBITOR REPRESENTATIVES

Please include the on-site representative information on the reservation form, if known at the time. Additional representatives may be added at \$275 per representative.

## SHIPPING

Shipping information to the Renaissance Seattle Hotel will be provided at a later date. You may use a shipper of your choice. Please note that packing, additional charges or storage fees are the responsibility of the exhibiting company. Return packing and shipping are the responsibility of the exhibitor and the on-site representative.

## ATTENDEE ROSTER

The preliminary attendee roster will be emailed on March 25, 2020. The final roster will be distributed to onsite representatives at the conference.

## CHECK-IN/SET-UP

Exhibitors must pick up their badge at the SAH Registration Desk, which will open at 11 a.m. on Wednesday, April 29. Set-up must be complete by 5:00 p.m. on Wednesday to ensure the exhibit area is set for the Opening Night Social Hour. A floor plan of the exhibit area with booth assignments will be distributed to all exhibitors onsite upon check-in. Signage with the exhibitor's name will be placed on the assigned table in the exhibit area.

## CONFERENCE HOTEL

Book your stay at the Renaissance Seattle Hotel at [sah.org/2020/hotel-and-transportation](http://sah.org/2020/hotel-and-transportation). The SAH room rate is \$159 per night.

PAGE 5

---

## SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

SAH 2020 ANNUAL INTERNATIONAL CONFERENCE  
SEATTLE, WASHINGTON • APRIL 29–MAY 3 • [SAH.ORG/2020](http://SAH.ORG/2020)

## Conference Venue

All sessions will take place in the Renaissance Seattle Hotel.

### Renaissance Seattle Hotel

515 Madison Street  
Seattle, WA 98104-1119

## Exhibit Area Hours

### CHECK-IN/SET-UP

Wednesday, April 29  
11:00 a.m.–5:00 p.m.

### OPENING NIGHT SOCIAL HOUR

Wednesday, April 29  
6:00 p.m.–7:00 p.m.

**Opening Night Social Hour will be held in the Exhibit Area**

### EXHIBIT HOURS

Wednesday, April 29  
6:00 p.m.–7:00 p.m.

Thursday, April 30  
8:00 a.m.–5:10 p.m.

Friday, May 1  
8:00 a.m.–5:10 p.m.

### MOVE OUT

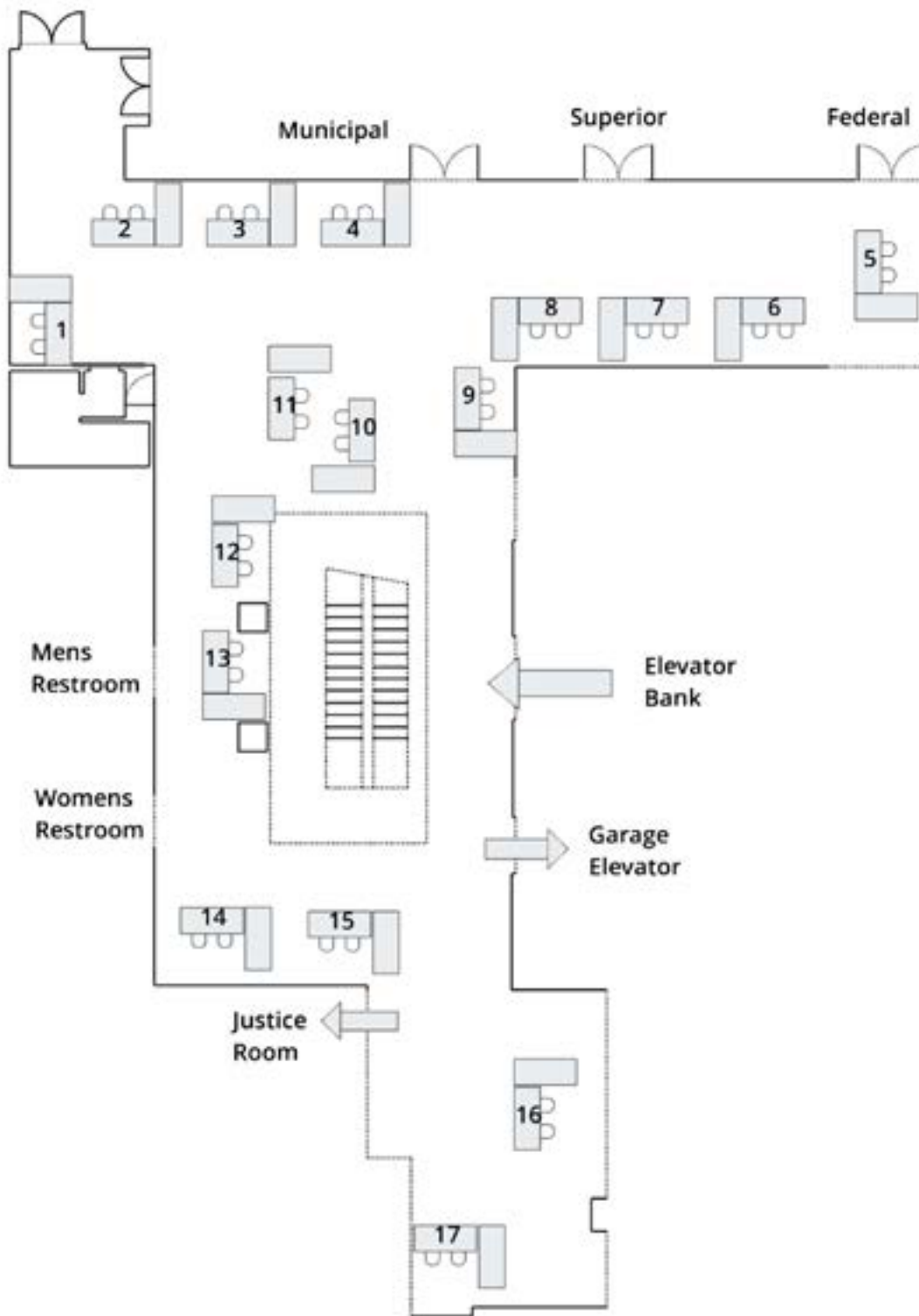
Friday, May 1  
5:10 p.m.–7:00 p.m.

## Session Hours

Thursday, April 30  
8:30 a.m.–5:10 p.m.

Friday, May 1  
8:30 a.m.–5:10 p.m.

# EXHIBIT AREA FLOOR PLAN



# ADVERTISING

---

## PRINTED PROGRAM BOOK ADS

The conference program book lists all paper sessions, events, and tours taking place at the conference. All conference attendees receive a printed program book onsite. SAH members will refer to the program extensively during the week of the conference and will use it as a reference after the conference has concluded.

### Rates

Inside front cover/color	\$1050
Inside back cover/color	\$950
Full page black/white	\$600
Half page black/white	\$350

### Deadlines

Payment and artwork must be received by **February 21, 2020**, to be included in the printed program book. Program book ads will also appear online in the PDF version of the printed program posted to the conference website.

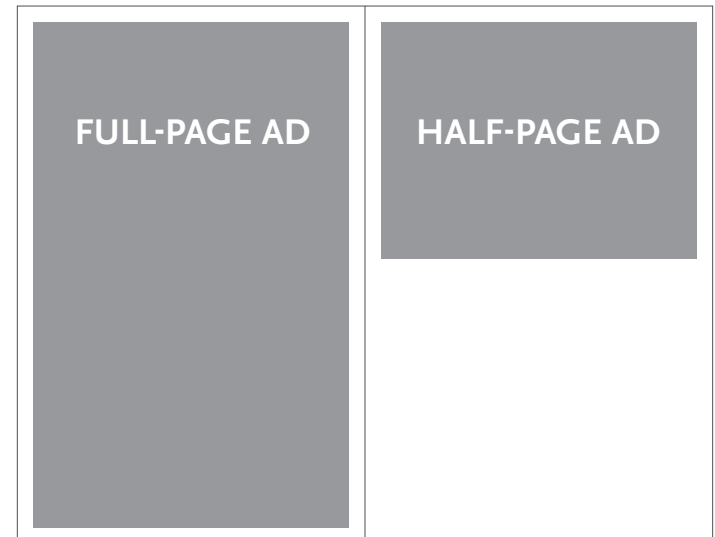
**Exhibitor Discount:** Conference exhibitors receive a \$100 discount on a full-page print ad in the conference program book. Space must be reserved and payment received by **November 22, 2019**.

### Specifications

- **Inside Front Cover/Back Cover:** 5" wide x 8" tall
- **Full Page:** 4.5" wide x 7" tall
- **Half Page:** 4.5" wide x 3.25" tall

Program book ads should be sent with the following specifications to Helena Dean at [hdean@sah.org](mailto:hdean@sah.org).

- CMYK process (no PMS or RGB)
- High-resolution PDF (sized to specs, do not include a border)
- Embed all fonts
- Do NOT include crop or registration marks





# PAPER SESSIONS

---

- PS01 Architects on Stage: Alternative Sites of Discursive Formation
- PS02 The Magnitude of Architecture
- PS03 Designing in the Deserts
- PS04 Open Session I (Tara Dudley)
- PS05 U.S. Design Influence in Twentieth-Century Latin American Architecture
- PS06 Architectural History Education Now
- PS07 Architecture and Poetry
- PS08 Digital Pedagogies for Architectural History
- PS09 Towards an Accessible Architecture
- PS10 Women and Architecture in the Ancient and Medieval Worlds
- PS11 Cosmopolitan and Local in the Colonial Americas
- PS12 Architecture and Design of the Pacific Rim
- PS13 Placing Race and Gender: New Findings and Strategies for Architectural History
- PS14 Monumentality in Pre-Modern Architecture
- PS15 Sites Unseen: Other Cultural Landscapes of the Pacific Northwest
- PS16 Reconsidering the Architecture of the Vacation, 1865 - 1945
- PS17 The Problems and Potentials of Architectural Biography
- PS18 Global Modernism and the Postcolonial
- PS19 Breaking the Bronze Ceiling: Memorials and Gender
- PS20 The Architecture of Aging
- PS21 Architecture and Mediation in Medieval Port Cities: Italy and the Mediterranean
- PS22 Open Session II (Matthew A. Cohen)
- PS23 Urban Affects: A New Materialist Approach to the Global City
- PS24 Muslim Prayer Beyond the Mosque
- PS25 The Campus: Pedagogy and Spatial Imagination
- PS26 The Architect as Global Entrepreneur (1850-2000)
- PS27 Catastrophe, Capitalism, and Architecture in the Greater Caribbean
- PS28 Architecture in Northern Europe c. 1380–1530
- PS29 Building with Timber: Beyond Global Material and Regional Culture
- PS30 Opposite/Apposite: Exchanges between Australasia and Ibero-America
- PS31 Graduate Student Lightning Talks
- PS32 Baroque in Piedmont: Counter-Reformation and Scientific Revolution
- PS33 Open Session III (Laura McGuire)
- PS34 Preserving the Postmodern Past
- PS35 Urban Poverty, Cities, and Architecture
- PS36 Prescription Landscapes: Designing for Human Services

# CONTRACT

Please complete and return as directed below.

Organization Name	Organization Website	
Address	City	State/Prov
Country (if not USA)	Postal Code	Phone
Contact Name	Contact Title	
Contact Email	Phone	
Onsite Rep Name (if known)	Rep Title	
Onsite Rep Email	Rep Phone	

## EXHIBITOR PACKAGE PRICING

<input type="checkbox"/> Single Exhibit Space	\$695
<input type="checkbox"/> Double Exhibit Space	\$1250
<input type="checkbox"/> Additional Table	\$95

\* Feb. 21, 2020 payment deadline to be listed in program book

## CONFERENCE ADVERTISING EXHIBITOR DISCOUNT\* PRICING

<input type="checkbox"/> Program inside front cover SOLD	\$950	\$1050
<input type="checkbox"/> Program inside back cover/color	\$850	\$950
<input type="checkbox"/> Program full pg black/white	\$500	\$600
<input type="checkbox"/> Program half pg black/white		\$350

\* Exhibit space payment must be received by Nov. 22, 2019, to receive the \$100 ad discount.

## SPONSORSHIPS PRICING

<input type="checkbox"/> Benefactor	\$10,000
<input type="checkbox"/> Patron	\$5,000
<input type="checkbox"/> Donor	\$2,500
<input type="checkbox"/> Supporter	\$1,000
<input type="checkbox"/> Closing Night Reception Sponsor	\$5,000
<input type="checkbox"/> Opening Night Social Hour Sponsor	\$5,000
<input type="checkbox"/> SAH Seattle Seminar	\$5,000
Coffee & Tea Breaks Sponsor (\$1,500 each)	<input type="checkbox"/> x \$1,500
Session/Roundtable Sponsor (\$500 each)	<input type="checkbox"/> x \$500

## PAYMENT OPTIONS

Check (payable to Society of Architectural Historians)  
 Visa  Mastercard  Discover  AmEx

Card number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

An emailed confirmation will be sent to the above email address when a credit card is processed.

Please send an invoice to accompany my receipt

Make a copy for your records and send completed form with payment to:

Society of Architectural Historians  
1365 N Astor St  
Chicago, IL 60610

or email to

Exhibit Contact: Christopher Kirbabas  
(ckirbabas@sah.org or 312-573-1365)

Sponsorship & Advertising Contact: Carolyn Garrett  
(cgarrett@sah.org or 312-573-1365)

**ALL RESERVATIONS CONFIRMED  
UPON RECEIPT OF PAYMENT**

**GRAND TOTAL** \$ \_\_\_\_\_